

## Online identity

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Social media have become an arena of rapid dissemination of information, global communication, self-promotion, freedom of expression, heated debates but also a powerful tool in shaping identity.

Identity is the concept social attributed. But social media identity is regarded as "an extension of everyday life and cultural change tool". Thus, the formation of identity as a social concept, is being transformed by new global methods. This transformation is happening thanks to social media. Social networking platforms enable the creation and change of real or false identity in the virtual world.

The paper "online identity" examines the creation of identity, motives that push individuals to create these identities, identities created compares virtual with the real world and the way of communication between users. It also addresses the problem of communication with anonymous users, with whom the impression of individual identity is explored.

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